

JASPER NEWS

A. F. DRAKE, Editor.

JASPER, MISSOURI.

ROULETTE WHEEL IN A CANE

One More Added to the Variety of Uses Frenchmen Make of This Article.

The ingenuity of the Frenchman has not been confined to the making of weapons out of apparently harmless canes. In fact, there is quite a variety of uses which the cane is made to serve.

One of the canes is fitted with a coinbox and a matchbox, these being contained in the head, which is provided with a carefully concealed lid. The coinbox is arranged to permit of depositing and easily removing the coins by a slight pressure of the thumb, thus obviating the necessity of fishing for coins in the pocket.

Another cane handle contains a complete outfit of the game known as Petits Chevaux. When the lid is opened betting can begin and the horse crossing the wire first wins the stakes.

One of the latest Parisian novelties consists in a lady's parasol handle containing a roulette wheel which can be used for gambling at any place or moment.

These handles have become very popular. They are of fine workmanship and generally of gold or silver.

One handle contains almost everything that one would be likely to need. A long sheet of paper is wound around the rod, from which pieces may be torn off for taking notes. When the lid is opened penknife, pencil, nail file, combs and looking glass are disclosed. These objects are small, but large enough for practical use.—Scientific American.

Golfing in France.

The French golfing girl is a rarity so far, but she is increasing in spite of difficulties. The links at La Bouille, at Chantilly, at Fontainebleau, and elsewhere are gradually attracting her, and her skill when she does take up the game makes her fully the equal if not the superior to the English or American girls who are members of the same club.

Strictly speaking, however, the French golfing girl is more often a young married woman than a jeune fille, because there is always the difficulty of the chaperon. It is rather hard to expect a mother to follow her girl round the links, yet unless she does, she is not much use. Sometimes a brother is considered a sufficient protector, but brothers in France, as elsewhere, are indifferently fond of looking after their sisters.

Curiosity Cost Fox His Freedom. J. P. Speacht of Pottsville, Pa., while driving along the state road between Pottsville and Schuylkill Haven the other day, got out of his buggy to look after his horse, which had cast a shoe. As he did so a large gray fox, weighing 24 pounds, ran from the underbrush into the middle of the road and stood for a minute to look at him.

The action cost Re-noid his liberty, as Speacht shied a large stone, striking him in the head and stunning him. The fox was captured alive, and will be used for a big fox chase during coming summer.

War on English Starlings. State game wardens have been instructed to keep a sharp watch for flocks of English starlings and to kill them on sight in order to prevent the predaceous British bird from becoming a pest like its cousin, the sparrow. Starlings thus far have appeared only in Bucks and other eastern border counties, not far from New Jersey, and the numbers have not been great.—Harrisburg Correspondence Philadelphia Press.

Automatic Mule. At Elk City the Missouri Pacific operates a pumping station with a blind mule. The mule is left alone all day, and goes around and around pumping water. When the tank is full the water splashes out on a piece of zinc, and the noise is a signal for the mule to stop. When a train goes along the mule begins to pump again until the water splatters. The owner of the mule got out last spring and worked against and helped beat the waterworks bonds at the election, because the construction of a waterworks system there would throw his blind mule out of work.—Exchange.

Snow in Hawaiian Islands. Molokai for the first time in the memory of man is decorated with snow, writes a Hawaiian. This astonishing fact is a mute tribute to the intensity of the cold wave that for weeks has been felt in these islands. Within the last few days patches of snow appeared, visible from the sea-coast, in the mountain tops back of Pukoo on the South side of the island where the coast line bends toward the west end.

Too Frank. "You are workmen—"
"Hooray!"
"And because you are working—"
"Hooray!"
"You must work."
"Put him out! Put him out!"—Tit-Bits.

By Exercise. Heck—Has your wife made her will?
Peck—No, she's merely developing it.

Advertising Talks

LOOT WAS QUICKLY RETURNED

Advertising of a Mexican General Whose Word Was as Good as His Bond Brought Results.

Parral, Mexico, has just illustrated the old adage that it pays to advertise. And the illustration is so pleasing to those people who believe in advertising that it is worthy of comment.

Recently General So-and-So gave out an interview to the afternoon paper there which said that, unless the people who had been working at collecting loot changed their ways he would cut their heads off. There had been a pretty fairish battle or two in Parral streets and while the soldiers were engaged in combat others, not so busy, swiped nearly everything that was loose. So the general said that in homes where loot was found it would make it necessary for him to amputate the heads of the guilty perpetrators. The paper printed it, and, from the time of the appearance of the first copy on the streets there was a stampede to be the first to return stolen property.

By the break of dawn the next morning the streets in front of the city building were a mass of drays, wagons of all descriptions and persons in carriages, on horseback, with many "citizens on foot," with loot to a fare-you-well. A quarter of a million dollars' worth of plunder was taken back and deposited with the best wishes of the plunderers in front of the magistrate and thus one of the biggest advertising campaigns was proven efficient.

In the bunch were shoes worth fifty thousand dollars, shoes of all sorts and sizes and conditions. There were English shoes, Lynn, Massachusetts shoes and home talent shoes from Mexico. There were mantillas, for a millinery store had been looted, and there were ready-made clothes, for these emporiums had also been included in the plundering.

But the advertisement of a man whose word was known to be as good as his bond, as any advertiser's should be, brought the business and so much of it the city was almost put out of joint as the result.

COLUMBUS POOR ADVERTISER

How He Might Have Made His Famous Voyage of Discovery a Profitable One.

"The man who invented the printing press certainly started something," Lawrence G. Sherman Republican candidate for United States senator from Illinois, told the members of the Chicago Advertising association in a speech the other day. "It remained for the advertiser to add to the top story so the public could use it. The resulting volume of activity since the original invention is something astounding."

"If Columbus had been a good advertiser, the queen would not have been compelled to pawn her jewels to outfit his investigating committee. He could have sold space on his three schooners for money enough to finance the whole enterprise. He was too modest, however, and so the family diamonds had to go. History has preserved everything but the name of the pawnbroker. If he had been a good advertiser his house would still be in business and loaning money to the crowned heads of Europe who are short on cash."

"After one has a good thing, he must let others know about it. They may not hunt him up. It is his business to hunt them up or reach them with desirable information. The medium of communication must be instantaneous. Few people will solve puzzles to find out the name of something to buy. Advertising is an art."

"An advertisement must be truthful. A falsehood cannot survive. All legitimate business must be permanent. It can endure only when founded on merit and truth. Advertising must be on current terms, or prepared so as to attract. It is designed for live persons who are busy most of the time."

Only Makes Success Greater. Advertising is a potent force in the building of a business and the broadening of its sales. But it is not all powerful. The only people who can use advertising as to realize on its maximum possibilities are those who could succeed on their own sales ability without printed advertising. Advertising helps to make their success greater. It doesn't supply the principles of success.

Her Cyclone Toilet. It was in the cyclone season, and a bad storm having come up in the night, Mrs. Hall roused her family, and they hurried into their clothes, preparatory to retiring to the cellar. The 13-year-old daughter, who was just beginning to be particular as to what she wore, hastened—before dressing—into her youngest aunt's room, and although half-awakened, inquired anxiously: "Aunt Nellie, would you wear your hobbie skirt if you were me?"—Youth's Companion.

THE POLICY OF THE STORE

Merchant Should Have Confidence and Co-operation of His Employees—Satisfying Customers Pays.

Ask the average merchant to outline his store policy for you and nine times out of ten he will be unable to do so. This is not because the merchant has none, but because he has never figured out just what it is. The same question is never answered twice in the same way. The majority of merchants will allow personal feelings, prejudice or favoritism to sway them in one way or another.

Very often a number of policies will be found in the same store, the proprietor has one and each of the clerks has a pet policy.

One, for instance, relating to a satisfactory purchase guarantee to every customer should never be allowed to be broken. No man relishes the thought that he has been "done." Yet the merchant is "done brown" many times. But if he is a live one he will usually win out in the end. Every time the merchant is "done" by a customer he gets many dollars' worth of advertising out of it and does not lose, but gains, from the transaction.

There are always a lot of petty grievances arising that are better smoothed over than fought against. Take the matter of exchanging goods. It is a necessary evil. The clerk must smile at the customer who is actually accusing him of trying to "beat" him. The clerk that cannot smile and smooth out all such cases is of questionable value to any store.

Not long ago a young man purchased a working shirt for fifty cents. He found it was too small, so took it back to have it exchanged for a larger one. Before trying it on he had torn out the size-label, which is sewn in the neckband, and in doing so had torn the cloth about half an inch.

The merchant himself served the lad when he took back the shirt for exchange. He refused to exchange it on the grounds that it was damaged. He kept it and had it mended. The lad therefore had to make three trips to that store for a shirt that was most unsatisfactory to him.

The merchant had explained carefully how unfair it was for a customer to ask to have a damaged article exchanged, and no doubt thought he had convinced the youthful purchaser of the righteousness of his refusal to exchange the unsatisfactory article.

As the youth was leaving the store, after getting the mended shirt, he said: "I've always come here for my things because dad traded here, but I'll not buy anything else from you, you old 'tightwad.'" The last four words were uttered with a venom that showed how much pent-up injury rankled in his breast.

It would have paid that merchant to have torn up that shirt and used it for dust cloth and to have exchanged it for a new one. We spend good money in advertising to obtain new customers; for goodness sake let us use a little judgment and try to retain our old ones.

The merchant who makes it a policy of his business to satisfy every purchaser (if that is possible) will find a few cases of this kind when he will feel justified in "taking a stand," but he had better not do so. Better to lose a half-dollar than a customer. Customers are worth many dollars.

It is the same with refunding money. "Your money back if you want it" is now the rule in the most up-to-date stores all over the country. Where this system prevails the customers know that the purchase is not concluded, not completed until the article has been accepted as entirely satisfactory. If for any reason the purchaser desires to return it, either for refund or exchange, he knows that he is at perfect liberty to do so, and that no embarrassing questions will be asked. It is this feeling of liberty, of security, that makes the patron favor one store more than another.

In the stores where money is freely refunded it has been proven that the actual percentage of "refunds" is a negligible quantity and not worth considering. Yet some merchants make such a wry face and set up such a "holier" over refunding a dollar or two that the customer is convinced that it must be a considerable sum in the eyes of that merchant.

The merchant should periodically take his clerks into his confidence. He should tell them of his aims, his plans, his dreams even, and ask them to co-operate with him. If he does this the policy of the store is to stand together and everyone knows that there is strength in concerted action. The merchant must treat his help as human beings. He must educate them into his own ways and into thinking as he does. He can only do this by having a well-defined policy for the conduct of his business.—A. E. Edgar, in Cream City Ware Champion.

An Anatomical Novel.

She struck him on the spur of the moment, and then, after stabbing him in the interval, threw herself on his generosity.

He overlooked her violence, and, drawn toward her by her wiles, kissed her on her protestations of repentance.

She threw cold water on his project and damped his ardor.

Feeling for her weakness, he jumped at her proposal.

She wiped her tear-stained face on his pathetic entreaty.

Brooding on his remark, she tramped on his generosity.

Like a drowning man he clutched at her explanation, and, grasping her meaning, kissed her on the spot.—Classical Enquirer.

Timely Advice and

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Hints for the

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Hostess

By Mrs. MERRI

From Virginia.

Please give a flower contest. I am fifteen. Am I too young to go out with boys?—Virginia.

I do not seem to have a "flower" contest at hand, but I hope this one on "trees" will answer your purpose. I think it is an unusually good one. Fifteen is rather young to go out with boys; of course, I do not mean to school affairs, but in society; generally speaking, if you go so much now, what is there going to be left for you when you are a really, truly young lady? This is the "trees" contest:

1. Which tree is a kissing game could play.
2. And which is it that the fruit men fear.
3. Which shall we wear to keep us warm.
4. And which do ships prefer in storm.
5. Which shows what luvorn maidens do.
6. And in the hands which carry you.
7. And which is it that the fruit men fear.
8. And from their pipes men shake.
9. Which tree is it had boys dislike to see.
10. Which is a girl both young and sweet.
11. Which like a man, bright, dapper and neat.
12. And on which do children like to play.
13. To which tree turn we for goods to wear and stuff to burn.
14. Now divide you one tree more, you've part of a dress and part of a door.
15. Which tree is never seen alone.
16. And which one is a bright, warm tone.
17. And which in church doth office hold.
18. Which is a town in Ireland old.
19. For this one do not look so far, which tells what charming people are.
20. Which one will ally the pain it promptly rubbed on bruise or sore.
21. The carpenter doth use which tree to make his wall straight as can be.
22. To which tree do we turn to show you and shouldn't have looked at all.
23. Which tree on calendars do you find.
24. Which is a joke told many times.
25. Which do we call an Ohio man.
26. And which for soap we sometimes plan.
27. Which tells where at on land or sea.
28. And on our feet we'll wear which tree.

In Honor of Sixteenth Birthday. I am a reader of your department and enjoy it very much.

I am planning a party in honor of my sixteenth birthday and would like to have a few suggestions. Are there any games I could have to illustrate my age? What shall I serve for lunch?—Sweet Sixteen.

I do not know of any games that would illustrate your age, but you could have pretty little boxes each containing just sixteen bon-bons with "Sweet Sixteen" done in gold letters on the top.

Have ice cream and a birthday cake, then if you want more have cocoa with cream and nut bread sandwiches.

A Puzzling Question.

During a conversation with a gentleman friend our opinions were passed freely on styles and taste in dress. When I mentioned the fact I did not like his style of scarf-pin, and he took it out for me to look at, and with the remark he ought not to wear it. I stuck it in my own collar and forgot the incident until one day later he asked for the return of it. I was un-

der the impression I had handed it back at the time, but must have lost it. I offered to replace it, but this he refused and says only the original will he accept.

Now I do not feel right about it unless I can reimburse him somehow. What would you suggest?—Miss "Doubtful."

If the pin is lost and the man will accept nothing but the original I do not see what you can do. Give a few-eler a description of the pin and see how near you can duplicate it. Send that to the man; if he refuses it you have done all in your power to make it right.

Go With Another Boy.

I am sixteen years old and for the past six months have been going with a boy who is nineteen. He treats me well; takes me to the shows and different places of amusement, but always acts as though he were doing it for an accommodation to me. Is there anything I can do to prevent this feeling? Ought I to stop going with him? I don't know whether I really care for him or not. Ought I to wait and see before giving him up? Is it proper for him to walk home from church with other girls while going with me?—Chatter-Box.

By all means let the chap walk home with other girls; at the age of sixteen you should not think of limiting yourself to just one boy friend. Go with some one else and do not try to find out which one you like the best. There is always safety in numbers. Let the boy in question understand that he does not have to take you.

MADAME MERRI.

MADAME AND HER TOILET

Borax or ammonia is effective and harmless when used to soften hard water, though rain water is always best for the toilet.

Red vaseline applied daily with a small camel's hair brush will darken and increase the growth of both eyelashes and eyebrows.

Nuts should be eaten in the winter time. They are extremely rich and nutritious, vegetarians using them in place of meat and butter.

When walking keep the chest elevated and breathe deeply through the nose. A long walk may be taken without exhausting effects.

If the finger nails are brittle and break when manicured, put the finger tops in olive oil or a little melted vaseline before cutting them.

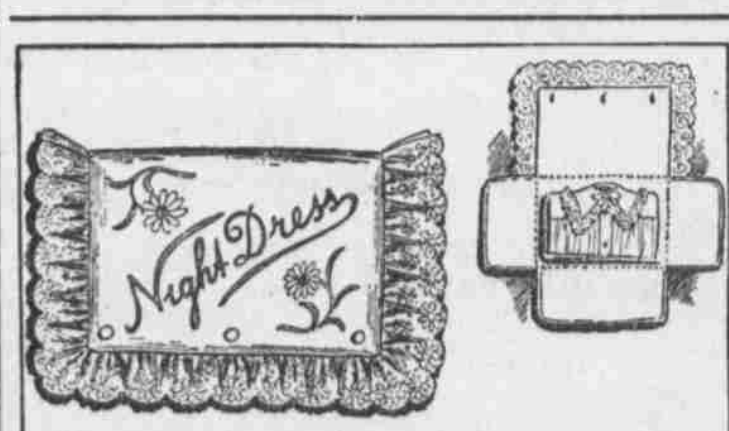
Colored and scented soaps are not considered as sanitary as the white soaps, both coloring and scent being often added to disguise impurities.

Diluted glycerine is better for the skin than the pure form. The pure glycerine will burn and wrinkle the finer skins and should be applied sparingly.

Hands which perspire too freely should have a little powdered borax in the wash water, and after being thoroughly dried dusted with the following powder: Powdered starch, four ounces; iris, four ounces; powdered borax, one ounce.

Here is something so harmless that one need have no fear of using it, yet it is said to be a most excellent bleach: Beat the white of an egg to a stiff froth, add the juice of a lemon and place in a pan of water on the stove so that the hot water around the pomade will not cook or scorch the egg; stir into a smooth paste. As soon as you have stirred the mixture to a thick cream take it from the heat and use. After washing the face and neck take a little of the pomade and cover the same as in using cold cream. Rub well into the skin. As soon as the egg begins to dry rub the face with a soft towel, which takes off the paste and leaves the complexion soft, beautiful and white. No powder is necessary.

Linen, Silk or Muslin May be Used for This Night Dress Case



Our sketch illustrates a very novel and pretty nightdress case, and one also that is extremely simple to make.

It can be carried out in art linen, silk or muslin, and lined with soft silk. It is cut out entirely in one piece, of the shape shown in the diagram on the right hand side of the sketch, and the nightdress is placed on the portion enclosed on the dotted lines and the flaps on either side are folded over it, the large flap trimmed on the edge with lace buttoning on to

the back of the lower flap and so fastening up the case.

The word "Nightdress" is worked across the front and the remaining space filled up with a conventional floral design.

Should it be desired to hang the case to the bed rail, then a loop of ribbon may be easily attached to the top on either side.

One great advantage of a nightdress case of this nature is, that it may be so easily washed when occasion requires.

COLD BROUGHT IT ON.

Terrible Pain and Disorders of the Kidneys and Bladder.

Mrs. Carrie Sommer, 3422 N. Hamilton Ave., Chicago, Ill., says: "A severe cold settled on my kidneys and the pains through my back and limbs were so intense I could scarcely keep from screaming."

My heart troubled me and I became so dizzy I could barely stoop. At last I took to my bed and was in agony for two weeks, the doctor failing to help me.

Learning of Doan's Kidney Pills, I began using them and continued until entirely cured. For eight years I have had no sign of the old trouble."

"When Your Back Is Lame, Remember the Name—DOAN'S." 50c all stores. Foster-Milburn Co., Buffalo, N. Y.

Before Publication. "Patsy, bring me a paper when you come to work in the morning," a woman who lived at the edge of a village told her man of all work when he went home at night. "Now, don't forget it," she added.

"No, ma'am," said Patsy. "I won't. I might forget it if I left it until morning, so I'll get it tonight."

When Your Eyes Need Care. Try Murine Eye Remedy. No Smarting—No Pain—No Itching. Try it for Red, Weak, Watery Eyes and Granulated Eyelids. Illustrated Book in English, French, German, Spanish, Italian, Russian, Chinese, Japanese, and all other languages. Send for it today. Murine Eye Remedy Co., Chicago.

Howell—He has a prosperous look. Powell—Yes, you could tell at a glance that he was a single man.

Not Telling All of It. "Does your fiancé know your age, Little?" "Well, partly."

Coated tongue, vertigo, constipation are all relieved by Sarsaparilla.

Sweethearts are always dear, but wives are far more expensive.

ARE YOU POORLY

Poor health and a general run-down condition is the outcome of a spell of stomach trouble; but listen—

HOSTETTER'S STOMACH BITTERS

is just the medicine you need. It aids digestion, keeps the bowels open and induces perfect health. Try a bottle today.

Resinol clears away pimples

BEGIN this easy and economical treatment tonight and see how quickly pimples and blackheads vanish and your skin becomes clean, clear and velvety. Bathe your face for some minutes with hot water and Resinol Soap and gently apply a little Resinol Ointment, and in a few minutes wash off again with more Resinol Soap and hot water. Finish with a dash of cold water to close the pores. Do this once or twice a day, always using Resinol Soap for toilet and bath. Your druggist sells Resinol Soap (25c and 50c) and Resinol Ointment (25c) and recommends them for all sorts of skin and scalp troubles. Itching, zoster, boils, burns, scalds and piles. For free sample of each, address Dept. 78, Resinol Chem. Co., Baltimore, Md.

A QUARTER CENTURY BEFORE THE PUBLIC

Over Five Million Free Samples Given Away Each Year. The Constant and Increasing Sales From Samples Prove the Genuine Merit of

ALLEN'S FOOT-EASE.

Shake Into Your Shoes. Allen's Foot-Ease, the authentic powder for the feet, is a true sensitive about the size of your shoes? Many people wear shoes a size smaller by shaking Allen's Foot-Ease into them. If you have tired, swollen, hot, tender feet, Allen's Foot-Ease gives instant relief. TRY IT TO-DAY. Sold everywhere, 25c. Do not accept any substitute.

FREE TRIAL PACKAGE sent by mail. Mother Gray's Sweet Powder, the best medicine for women's skin, is sold by druggists everywhere. For free sample of each, address Dept. 78, Resinol Chem. Co., Baltimore, Md.

THE NEW FRENCH REMEDY. No. 1, No. 2, No. 3. THERAPION. Used in France for all sorts of skin and scalp troubles. Itching, zoster, boils, burns, scalds and piles. For free sample of each, address Dept. 78, Resinol Chem. Co., Baltimore, Md.

Pettit's FOR EYE RED EYES Salve